

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re: Breen, Jr., et al.

Serial No.: To Be Assigned

Filed: Concurrently Herewith

For: SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR
CONDUCTING REGULATION-COMPLIANT COMMERCIAL TRANSACTIONS
OF REGULATED GOODS VIA A COMPUTER NETWORK

Date: June 23, 2003

MAIL STOP PATENT APPLICATION

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Attached is a list of documents on form PTO-1449 together with a copy of each identified document. It is requested that these documents be considered by the Examiner and officially made of record in accordance with the provisions of 37 C.F.R. § 1.97 and Section 609 of the MPEP. The Commissioner is hereby authorized to charge any additional fee, which may be required, or credit any refund, to our Deposit Account No. 50-0220.

Respectfully submitted,



Needham James Boddie, II
Registration No. 40,519

Customer Number:



20792

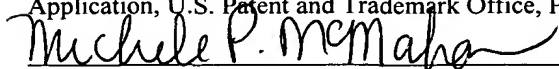
PATENT TRADEMARK OFFICE

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Michele P. McMahan Date of Signature: June 23, 2003

FORM PTO-1449 U.S. Department of Commerce Patent and Trademark Office LIST OF DOCUMENTS CITED BY APPLICANT (Use several sheets if necessary)					Attorney Docket Number 9158-2IP		Serial No. To Be Assigned	
					Applicants: Breen et al.			
					Filing Date Concurrently Herewith			Group
U. S. PATENT DOCUMENTS								
Examiner Initial		Document Number	Date	Name	Class	Subclass	Filing Date if Appropriate	
	1	4,903,201	2/20/90	Wagner	364	408		
	2	5,794,207	8/11/98	Walker et al.	705	23		
	3	5,794,210	8/11/98	Goldhaber et al.	705	14		
	4	5,794,219	8/11/98	Brown	705	37		
	5	5,890,138	3/30/99	Godin et al.	705	26		
	6	5,897,620	4/27/99	Walker et al.	705	5		
	7	5,915,209	6/22/99	Lawrence	455	31.2		
	8	5,966,699	10/12/99	Zandi	705	38		
	9	5,970,472	10/19/99	Allsop et al.	705	26		
	10	6,052,600	4/18/00	Fette et al.	455	509		
	11	6,058,379	5/2/00	Odom et al.	705	37		
	12	6,064,981	5/16/00	Barnet et al.	705	26		
	13	6,078,898	6/20/00	Davis et al.	705	19		
	14	6,178,510	1/23/01	O'Connor	713	201		
	15	6,219,423	4/17/01	Davis	380	268		
	16	6,219,652	4/17/01	Carter et al.	705	59		
	17	6,226,618	5/1/01	Downs et al.	705	1		
	18	6,285,987	9/4/01	Roth et al.	705	26		
FOREIGN PATENT DOCUMENTS								
		Document Number	Date	Country	Class	Subclass	Translation Yes No	
	19	EP-1 174 786-A2	01-2002	EPO	G06F	1/00		
	20	JP-2002041832-A	02/2002	Japan	G06F	17/60		
OTHER								
	21	"Bowstreet's Web Automation Factory Breaks Major Bottleneck to e-commerce Adoption," 8 November 1999, Business Wire						

 EXAMINER
 EXAMINER

DATE CONSIDERED

Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

FORM PTO-1449 U.S. Department of Commerce Patent and Trademark Office LIST OF DOCUMENTS CITED BY APPLICANT (Use several sheets if necessary)		Attorney Docket Number 9158-2IP	Serial No. To Be Assigned
		Applicants: Breen et al.	
		Filing Date Concurrently Herewith	Group
	22	"PlanetRx.com CEO Calls for National Summit to Produce 'Watchdog' System for Safe On-line Pharmacy Practices," 30 July 1999, PR Newswire	
	23	Perkins, Broderick, "Real Estate Column," 19 June 1999, San Jose Mercury News	
	24	Morton, Peter, "Armed and Dangerous on the Web," 3 April 1999, Financial Post, p. 9	
	25	"Child-oriented Internet Marketers Adapt Privacy, Safety as Promotional Tools," December 1997, Youth Markets Alert, Vol. 9, No. 11, p. 1	
	26	Larson, Erik, "Squeezing Out the Bad Guys, 9 August 1999, Australian Business Intelligence, p. 28	
	27	Noonan, Gerard, "Click - and your Child Could Have a Drink on You," 24 May 1999, Australian Business Intelligence, p. 3	

 EXAMINER _____
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DATE CONSIDERED _____

Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

33/9/10 (Item 4 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
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02016954 (THIS IS THE FULLTEXT)

Child-oriented Internet Marketers Adapt Privacy, Safety As Promotional Tools

(Some 4 mil children went online in 1996 and that number is expected to increase to 20 mil in the year 2001)

Youth Markets Alert, v IX, n 11, p 1+

December 1997

DOCUMENT TYPE: Newsletter ISSN: 1041-7516 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 824

ABSTRACT:

Some 4 mil children went online in 1996 and that number is expected to increase to 20 mil in the year 2001, according to Microsystems Software. A study by the Federal Trade Commission (FTC) found that 97% of parents feel that Websites should not collect personal information from children, nor sell or rent such information to others. Some 72% of parents object to a Website's asking children to provide their name and address when they register, even when the site uses this information only within the company. The FTC found that 80% of parents object to asking personal information even for internal marketing purposes, while 64% object to a site asking the children to provide their e-mail names to gather statistics on how many children visit the site and what they do there. The article includes a table on kids' preferred online activities.

TEXT:

As marketers enter the first global industry -- the digital economy of the Internet -- they bear the responsibility of self-regulation. A number of major companies targeting kids are facing self-regulation as a practical matter (to keep government from becoming involved) as well as including it as a part of a marketing message to kids and their parents.

Parents are nearly unanimous (97%) in their belief that Websites should not collect personal information from children, nor sell or rent such information to others, according to the Federal Trade Commission.

According to the commission, 72% of parents object to a Website's asking children to provide their name and address when they register, even when the site uses this information only within the company; 80% object to asking personal information even for internal marketing purposes; 64% object to a web site's asking children to provide their e-mail names to gather statistics on how many children visit the site and what they do

there.

Four million children went online in 1996, 80% of them from home. In 2001, Microsystems Software expects that number to increase to 20 million.

"The right to advertise to children comes with a huge responsibility," says Ira Magaziner, senior adviser to President Clinton for policy development.

KIDS' PREFERRED ONLINE ACTIVITIES

Top activity	Boys	Girls
Have fun	32%	29%
Chat	28%	42%
Make friends	8%	10%

Source: Microsystems Software, Inc.

Magaziner spoke on the topic recently at the Children's Advertising Review Unit conference, "Children's Advertising at the Crossroads: A Roadmap for the Information Superhighway," held at the World Trade Center, New York City.

The Clinton Administration promotes five guiding principals for movement into the digital economy:

1. Private sector should lead. The digital economy will move too quickly for government regulation.
2. New digital environment should be market driven instead of government regulated.
3. Where government action is necessary, taxation should be minimal, specific, uniform and transparent. Allow the market to develop.
4. Policies have to be technology neutral.
5. As this is the first marketplace to be global, the digital economy needs global framework and global agreements.

Among the examples of well-designed kids sites are:

Kidscom, publishers of children's Websites, licenses the Ad Bug symbol on some of the Websites it publishes as well as some already in use by corporations. The Ad Bug defines for children the differences between online editorial content and advertising. There is also a Kidbe Safe character, created and licensed by Kidscom. Kidbe safe is designed to appear on Websites when personal information is requested. None of the licensed KidsCom Websites sell products directly to children. Instead, transactions involve a signed check or money order from

the parent. Children using KidsCom e-mail can communicate to each other only with a signed permission slip from parents. Winners of children's promotional contests are listed by first name only or by screen name.

In recognizing that children age 6-17 represent 21% of their company's total users, America Online developed a Kids Only channel that addresses children's diverse goals and needs while attempting to protect them.

On America Online, advertising on children's pages is clearly labeled as such. There are no direct links for purchase in Kids Only areas. Purchases require prior parental consent via fax. Advertisers who seek information from children's pages must explain how the information will be used and receive prior written consent from AOL.

Disney Online won't sell its products to people under age 18 unless they have parental consent. The company adheres to CARU guidelines (see related story, page 6), says Eric Aledort, Disney Online. The site accepts credit card orders only and will not collect information from anyone under age 16.

Microsystems Software has developed technology similar to Kidbe Safe to assist parents in filtering out information they deem unacceptable for children. Some filters keep children from giving out certain information.

Parents manipulate software, typing into the control panel information (street address or last name) they wish to keep private when their children chat online.

"Self-regulation is one way of coping with the fact that nobody's perfect," says Jean J. Boddewyn, Professor of Marketing and International Business, Baruch College.

The FTC has noted that few Websites have privacy notices or parental consent requests. In March 1998, the commission plans a systematic review of Websites. The review will be forwarded to Congress and action taken where violations occur.

SOURCES

Kidscom Company, Jorian Clarke, President, 301 North Water St., Milwaukee, WI 53202; phone: 414-271-5437; fax: 414-272-1123; E-mail: Jori@kidscom.com

Microsystems Software, a subsidiary of The Learning Co., Susan Getgood, Director of Marketing, 600 Worcester Rd., Framingham, MA 01702; phone: 508-416-1113. E-mail: susang@microsys.com

Nabisco Foods Group, John F. Manfredi, Executive VP for Corporate Affairs,

Plaza One, Seven Campus Drive, Parsippany, NJ 07054; phone: 973-682-5000.

Teens America Online , Ginny Wydler, Business Strategy Director, 22070
Broderick Drive, Dulles, Va. 20166; phone: 703-265-3529; e-mail:
ginnytw@aol.com

Walt Disney Studios, Brett Dicker, SVP Promotions, 500 S. Buena Vista,
Burbank, CA 91521; phone: 818-560-2194; fax: 818-560-1043.

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SPECIAL FEATURES: Table

INDUSTRY NAMES: Information industry; Online services

PRODUCT NAMES: On - line service providers (737500)

CONCEPT TERMS: All market information; Industry forecasts; Marketing
campaign; Users; Youth market

MARKETING TERMS: All media; All research; Public opinion; Online

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

21/9/62 (Item 13 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
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05430000

Click - and your child could have a drink on you

Gerard Noonan

ABIX - AUSTRALASIAN BUSINESS INTELLIGENCE (SYDNEY MORNING
HERALD) , p3

May 24, 1999

JOURNAL CODE: WSMH LANGUAGE: English RECORD TYPE: ABSTRACT
WORD COUNT: 177

For under-aged children, getting supplies of alcohol is relatively easy. All the child needs is a copy of their parents' credit card number and access to the Internet. The under-age buyer simply needs to click a box certifying they are over 18 years of age and provide delivery details. There are no other checks made to verify age or buyer identity. Basic concepts behind century-old laws governing the sale of alcohol from licensed premises are under challenge as wine sales over the Internet take off. A leading wine law expert and partner in the Perth firm Gadens, Rick Cullen, has identified three uncertain areas of the law covering sale of liquor over the Internet - whether a licence is needed, what hours of trading are permissible and the effect of the law relating to juveniles on the Internet liquor sales. Cullen says that although the provisions of the Liquor Act had not yet caught up with the reality of electronic commerce, the Liquor Act must be complied with and a vendor must not sell liquor to juveniles.

Copyright 1999 Business Intelligence Australia Pty Ltd. Source: World
Reporter (Trade Mark).

DESCRIPTORS: Law & Legal Issues; Government News; Patents Licensing &
Standards; Company News

SIC CODES/DESCRIPTIONS: 2085 (Distilled & Blended Liquors); 2084 (Wines
Brandy & Brandy Spirits); 7375 (Information Retrieval Services)

8/9/20 (Item 3 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
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06596282

Squeezing out the bad guys

Erik Larson

ABIX - AUSTRALASIAN BUSINESS INTELLIGENCE (TIME AUSTRALIA) , p28

August 09, 1999

JOURNAL CODE: WTAS LANGUAGE: English RECORD TYPE: ABSTRACT

WORD COUNT: 180

In the United States (US), a person can sell a gun from a private collection without subjecting the buyer to a criminal background check. A licensed dealer could not sell the same gun without running a background check. The loophole has rendered "flea markets" gun shows and the Internet as sources for anyone wanting an untraceable handgun. Although consumer product safety regulations apply to toy guns, they do not apply to real guns. However, the police and social scientists have been working for some years to determine where criminals obtain their guns. By the early 1990s, the Bureau of Alcohol Tobacco and Firearms (ATF) had accumulated a database of "crime guns". In September 1994, the ATF allowed researchers at the Northeastern University access to its tracing data. The researchers discovered that 50% of crime guns could be traced to half of one per cent of dealers. In July 1996, the Youth Crime Gun Interdiction Initiative (Yogi) was launched. It was established to trace guns recovered in 17 major cities. By late 1998, the ATF had expanded Yogi to 27 cities

Copyright 1999 Business Intelligence Australia Pty Ltd. Source: World Reporter (Trade Mark).

DESCRIPTORS: Research & Development; Company News; Regulation of Business; Patents Licensing & Standards; Crimes; General News

COUNTRY NAMES/CODES: United States of America (US)

REGIONS: Americas; North America; Pacific Rim

SIC CODES/DESCRIPTIONS: 7372 (Prepackaged Software); 9221 (Police Protection); 7375 (Information Retrieval Services)

33/9/62 (Item 19 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
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04838216 (THIS IS THE FULLTEXT)

Armed and dangerous on the Web : In the United States, buyers and sellers of automatic weapons are making Internet deals as easily as they do through newspaper classified ads. Senator Charles Schumer is trying to do something about the trade

PETER MORTON

FINANCIAL POST, p09

April 03, 1999

JOURNAL CODE: FFP LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1168

Out in Freedom, Wyoming, there isn't much doubt about the motives behind the latest efforts by lawmakers in the nation's capital to try to restrict guns sales.

"It's a do-nothing bill," sniffs Bob Baker, owner of Freedom Arms Inc. "It creates the impression it's doing something when nothing is changing."

Mr. Baker sells really big handguns for a lot of money - \$1,300 (US) for a .454 caliber handgun. Elsewhere, smaller handguns start around \$200.

"It's powerful enough to stop an elephant and we sell them to people who are in the wilderness to protect yourself against dangerous animals that bite back," he says.

Like a growing number of other licensed gun dealers and entrepreneurs, Mr. Baker is selling guns over the Internet. And business is booming.

"I started selling weapons over the Internet two-and-a-half years ago and my business has quadrupled," says Richard Feinberg, owner of the Massachusetts-based Gunsareus.com who specializes in assault weapons. "Now about 80% of my sales are through the Internet."

So it is little surprise Mr. Feinberg, Mr. Baker and the other Internet gun sellers are fighting mad about a new bill now before Congress that would step heavily into the regulation of electronic sales of weapons.

"He's a jerk as far as I'm concerned," suggests Mr. Feinberg.

The jerk Mr. Feinberg is referring to is Charles Schumer, a former congressman and now a senator for New York.

Sen. Schumer has deep concerns about the role of firearms in American society. During his days in the House of Representative he authored both the Brady Bill - which now calls for background checks on all people buying handguns - and the more recent Assault Weapons Ban. That law prohibits the importation of assault rifles or conversion of semi-automatic weapons to fully automatic operation. And now the senator is trying to push a new bill through Congress, one that would demand that only licensed gun dealers be allowed to advertise guns for sale on the Internet and that all Web

sites with guns be federally registered.

"The Internet is a gaping loophole that has the potential of arming those who no one in their right mind would trust with a gun," he said at a recent news conference, where he demonstrated the apparent ease with which a gun can be bought, virtually anonymously, from one of the many gun trading sites that have popped up in recent months.

There are a lot of guns in America. Since there is no federal registry, like what now exists in Canada, the best estimate puts total guns at about 240 million. Of those, 70 million are handguns. While that puts it fairly close to one gun per American, they are actually only in the hands of 70 million individuals, many of whom are hunters or collectors.

No one seems to have a handle on how many guns are sold or change hands every year. That is mainly because of the way guns are sold.

While federal and state laws govern the interstate sales of guns, only Maryland and California demand that any private sale - say between one collector and another - be conducted through a licensed dealer. Background checks are then done.

But for years, guns have privately traded hands through classified advertisements in newspapers or magazines with no records.

The only onus on the seller, says Jim Manown with the National Rifle Association, is to be reasonably sure the buyer is not on a prohibited list.

In a few short years, however, the number of Web sites dedicated to selling arms, ammunition and associated equipment has skyrocketed into the hundreds, prompting concerns from Sen. Schumer that a whole new black market in guns is developing.

"The firepower which can be acquired by simply going online is chilling," said Sen. Schumer. "Ensuring the fitness of a person to own a gun must go farther than requiring only a computer and an e-mail address."

Interestingly, the proliferation of Internet gun sales has not spilled over into Canada.

Few Web site operators say they have had any interest from Canadian buyers and Canada Customs says it has not noticed an increase in weapons being shipped to dealers in Canada.

"I haven't seen a lot of increase," says Jeff Herman, who operates Western Gun parts Ltd. in Edmonton. "The (Canadian) regulations make it just too prohibitive."

But for those either selling guns directly on the Internet or simply acting as an electronic classified ad, Sen. Schumer's bill is yet another attempt to deprive Americans of their constitution right to "bear arms."

"Look," says Vince Thomas, who operates the Firearms Trading Post (firearmstp.com) out of central Virginia, "we're trying to facilitate something that's already legal. It's not being used by right wing groups to set up some militia in the backwoods."

Most Internet dealers, and those like Paul Helinski at GunsAmerica.com, insist the U.S. Bureau of Alcohol, Firearms and Tobacco

keep a close eye on the Web sites that offer guns.

"I've been at this for a year and a half and I've never had a case of fraud and never had an illegal sales," says Mr. Helinski from his home base in Nashua, N.H.

The online auction company eBay.com, however, decided to get out of the guns business, saying it could guarantee the buyers and sellers were meeting federal laws.

Not surprisingly, the NRA is taking this latest attack seriously, arguing that Sen. Schumer is simply trying to cash in on the prevalent paranoia that anything goes on the Internet.

"People are anxious about the Internet and Sen. Schumer is just playing on that," says Mr. Manown. "But the reality is that there is no difference between Internet sales and newspaper classifieds."

Others, like Mr. Thomas, believe the senator's proposed bill is part of an orchestrated attack against guns much like the one launched against the U.S. tobacco industry.

"There's a backlash against firearms in general," he says, referring to the growing number of lawsuits being launched by cities such as Chicago against firearms manufacturers in cases where guns are used in violence.

Sen. Schumer's office denies, however, that this is an attack on the First Amendment - free speech - or the Second Amendment - the right to bear arms - or against gun ownership.

"We're not trying to put anybody out of business," says Derek Roseman, a spokesman for the senator. "We just want to see face-to-face gun sales."

Mr. Roseman admits the bill is a long way from being enacted. It is now sitting at a Senate committee and it would need both Senate and House approval. Given the struggle to get the Brady Bill and Assault Weapons Ban through, no one is holding their breath on this one.

"Politicians are just out of touch with reality," says Mark Manzer, a former law enforcement officer, who now has his own no-charge San Francisco-based Web site. "The last place a nefarious criminal would try to unload or buy a gun is on the Internet where everyone can see."

Copyright 1999 National Post. Source: World Reporter (Trade Mark) - FT McCarthy.

DESCRIPTORS: Marketing; Company News; Crimes; General News

COUNTRY NAMES/CODES: United States of America (US)

REGIONS: Americas; North America; Pacific Rim

SIC CODES/DESCRIPTIONS: 7375 (Information Retrieval Services); 3484 (Small Arms)

8/9/21 (Item 4 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
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05815373 (THIS IS THE FULLTEXT)
San Jose Mercury News, Calif., Real Estate Column
Broderick Perkins
KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (SAN JOSE
MERCURY NEWS -
CALIFORNIA)
June 19, 1999
JOURNAL CODE: KSJM LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 733

CITIES LINE UP FOR BUILDING PERMITS ONLINE: With all the hoopla about surfing the Internet to buy a home, finance a mortgage or conduct other housing transaction business, Net technology is trickling down to make life easier for home owners.

Milpitas residents are the first in Silicon Valley to obtain building permits on the Internet. Online Express Permits (www.ci.milpitas.ca.gov), a product of Milpitas' year-old information services department and Joint Venture Silicon Valley, allows consumers to avoid standing-in-line time and hand-written applications for simple permits to install, say, a new water heater, toilet or a roof.

When the job is done, the city inspector comes out, permit in hand, to give it the once over.

Other cities in line for the Web-based permit service include Mountain View, Sunnyvale, Palo Alto, San Carlos and Santa Clara. "The cities' building departments, in one sweep, will be able to provide a service to address 50 percent of its customers," said Randy Tsuda, "smart" permit director at Joint Venture.

CONTRACTORS ON THE WEB: Thanks to a statewide Web-based service, checking out the contractor who'll put on that new roof or a new edition is an easier task for anyone with Web access.

California State License Board now offers customers the ability to perform a building contractor license check (www.cslb.ca.gov-licenseplusrequest.html) by company name, owner name or license number on any of 200,000 contractors in the database.

The check tells you the status of the contractor's license, when it will expire if not renewed and why it was suspended where applicable. It also lists the company name, owner-contractor's name, address, type of contractor, bond and insurance levels and a list of employees if any.

"Following the floods of 1996, within 11 months, well over 1 million inquiries were flagged," said Deanna Runeman Mullen, a spokeswoman for Reston, Va.-based Saga Software, Inc., the company that put the system in place.

HELP FROM NOLO: Nolo Press, the Berkeley-based legal self-help publisher, is hosting a virtual open house with consumer real estate information normally reserved for those who purchase its books.

The special Web site focus, "Real Estate: Houses and Neighbors," isn't blinking and winking and nodding with a multimedia side show, but at www.nolo.com-monthly_99june.html, it does help visitors with a wide range of topics.

Included are buying affordable housing, making offers, comparing mortgage rates, finding information on schools, neighborhoods, and crime, finding a real estate agent, selling a home without one, home inspections, taxes, disclosures and more. As a home owner, you'll also find helpful tips about handling neighbor disputes over noise, fences or trees.

Why the realty freebie from cyberspace?

Buying a home is, for many, perhaps the most expensive and difficult purchase ever -- not to mention the legal implications that go with the residential real estate transaction. The legal arena is where Nolo shines.

Nolo's special focus also includes a handy online primer that points to samples of just about every real estate related service available on the Internet from selling your home without a real estate agent to finding one to hold your hand.

Along with the special focus, the site always offers broad-based realty information and direction for any consumer grappling with buying, selling, owning, renting, estate planning, living together, mechanics' liens and other realty consumer issues.

Not bad at building Web content, Nolo offers timely stories about homeowner's insurance, holding an open house, mortgage loans and options, qualifying for a loan, house inspections, water damage, timing a house sale, how to set the right price and dealing with mechanic's liens.

Newspapers rule: When it comes to surfing for editorial content, newspapers -- on and off the Net -- continue to rule.

According to a Newspaper Association of America survey released this week, 75 percent of home buyers read real estate-related articles or editorials when searching for a home and 66 percent of newspaper subscribers read real estate articles even when they're not in the market for a new home.

In Internet vernacular, that's a lot of hits.

"Consumers trust newspapers for the information they need every day. So when it comes to buying a home, one of the most important decisions in their lives, it's no surprise that they turn to newspapers, both in print and online," said association president and CEO John F. Sturm, during the group's Vancouver conference this week.

My job is secure.

Contact Broderick Perkins at (408) 920-5833 or e-mail bperkins@sjmercury.com.

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30/9/49 (Item 4 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
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06463758 (THIS IS THE FULLTEXT)

PlanetRx.com CEO Calls for National Summit to Produce 'Watchdog' System for
Safe On-line Pharmacy Practices

PR NEWSWIRE

July 30, 1999

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 495

Razzouk Testifies Before House Commerce Oversight Panel

WASHINGTON, July 30 /PRNewswire/ -- William Razzouk, CEO of the Internet pharmacy PlanetRx.com, today called for a national summit meeting of the on-line pharmacy industry and technology leaders to enhance the enforcement of existing state and federal laws governing responsible and safe pharmacy practices.

In testimony before the Oversight and Investigations Subcommittee of the House Commerce Committee, Razzouk suggested that a result of the summit would be "an industry-supported 'watchdog' system that would use technology and trained industry experts to seek out and immediately report to regulatory authorities suspected sites that may be selling or prescribing medications without proper licensing."

"Eliminating the Internet equivalent of back-alley drug sales does not require new legislation," Razzouk said. "Rogue operators exist because of lack of compliance and enforcement of existing state and federal regulations." He called for the summit to develop "an innovative, aggressive effort to enforce existing state and federal laws that protect the health of consumers and secure legitimate on-line distribution." He noted that the summit should also develop ways to promote consumer education regarding responsible on-line pharmacy practices and consider ways to ensure that patients have the choice to fill prescriptions either on or off line.

Razzouk said, "If it's possible for an individual to screen his or her own e-mail and conduct searches across the whole Internet, it is certainly possible for an industry as net-savvy as ours to maintain a daily check for sites that may be unlicensed or otherwise suspect in order to immediately report them to the appropriate authorities." He added, "We agree with Federal Trade Commission Chairman Robert Pitofsky, who remarked recently regarding on-line privacy issues, 'We continue to believe that effective self-regulation is the best way to protect consumer privacy on the Internet

Razzouk told the congressional panel "Like your family's corner pharmacy, at PlanetRx.com we do not prescribe drugs, we only dispense them. And we check to confirm that the prescribing physician is properly

licensed." He added that in addition to abiding by all existing laws and regulations, "Planetrx.com adheres to a code of principles that we have taken upon ourselves to develop, including:

- * Fill only prescriptions that are written by an authorized prescriber;
- * Support the Verified Internet Pharmacy Practices Sites (VIPPS) criteria of the National Association of Boards of Pharmacy;
- * Never willfully sell, trade, rent, disclose, or access personal data without a customer's consent, except when law would require it or to protect rights or property;
- * Employ advanced security technology to protect information; and,
- * Provide access to licensed pharmacists 24 hours a day, seven days a week."

PlanetRx.com, Inc. (www.planetrx.com) is a leading online healthcare destination for commerce, content, and community. PlanetRx.com, which launched its e-commerce website on March 18, 1999, provides a convenient, private, and informative shopping experience for health and personal care products.

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Bowstreet's Web Automation Factory Breaks Major Bottleneck to e-commerce Adoption: Time, Cost and Pain of Customizing B2b Web Sites
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PORTSMOUTH, N.H., Nov 8, 1999 (BUSINESS WIRE) - Breakthrough technology for mass-customizing B2B Web sites targeted at Fortune 1000, B2B trading portals and application service

providers (ASPs)

Bowstreet Software Inc., (www.bowstreet.com), today announced the much-anticipated commercial release of the Bowstreet Web Automation Factory(TM), which breaks a critical e-commerce bottleneck by enabling companies to quickly deliver affordable, highly customized business-to-business Web sites for multiple customers and business partners. Bowstreet also announced that a growing list of Fortune 1000 companies and e-commerce leaders are beginning to use the XML- and directory-based suite to instantly "mass customize" their B2B Web sites. These customers include Federal Express, B2B industry portal innovator FreeMarkets, IBM, Merrill Lynch, NetRatings (a Nielsen Media company), Nortel, Sabre and Thomson Financial Services.

Bowstreet's Web Automation Factory is the first product that uses Directory Services Markup Language (DSML), an emerging e-commerce standard pioneered by Bowstreet and supported by IBM, Microsoft, Novell, Oracle and the Sun/Netscape Alliance.

Sabre, the global leader in information technology for the travel and transportation industries, is working with the Bowstreet Web Automation Factory. "As we add functionality to our electronic travel distribution services, we need to meet ever-expanding needs for increased customization for our customers and broader integration with our business partners," said Bob Offutt, vice president of Sabre Labs. "We think the Web Automation Factory is specifically designed to help us meet those needs."

The Bowstreet Web Automation Factory, based on patent-pending technology, eliminates what many industry observers believe to be the biggest obstacle to the adoption of B2B e-commerce: the challenge of creating, maintaining and linking Web sites that provide many tightly integrated B2B connections, each customized for the unique needs of a different partner or customer. With today's tools and technology, this process is prohibitively time consuming, complex and costly, often creating a large IT backlog for new B2B capabilities and stalling critical e-commerce initiatives. Developing and launching a traditional enterprise Web e-commerce site typically costs \$1 million, and the price tag is soaring by 25 percent per year, according to GartnerGroup of Stamford, Conn. (May 1999). Seventy-nine percent of that cost is labor-related.

In the first half of 2000, Bowstreet will launch the Bowstreet Web Services Marketplace, a central exchange on the Internet where companies can freely create, publish, capture and trade Web Services they can incorporate into their own custom B2B Web sites.

"The business-to-business e-commerce gold rush on the Internet is in full swing," said Bob Crowley, President and CEO of Bowstreet. "But while other companies are arming the prospectors with picks, we're handing out sticks of dynamite. Our Web Automation Factory, together with our Web Services Marketplace, represents a huge advance over first-generation Internet technology and business models. It creates a whole new infrastructure and community for business-to-business on the Web."

The Web Automation Factory's long-awaited announcement comes 16 months after former Tivoli CEO and Chairman Frank Moss co-founded Bowstreet to change the rules for how companies will win on the Web, and six months after the unveiling of Bowstreet's Web Services Architecture.

Moving B2B from hand coding to automated mass customization

The Bowstreet Web Automation Factory overcomes the customization bottleneck enabling business managers and other non-technical users to customize Web sites for thousands of customers and partners, while IT professionals manage security and control. As a result, organizations can produce multiple B2B Web sites at a fraction of the cost of today's approaches, and in minutes instead of months.

Today customers are hand-coding monolithic, hard-wired Web applications every time a new B2B business process or new Web site is needed for a business partner. The Bowstreet Web Automation Factory replaces these cumbersome methods and allows them to build "digital factories" that

capture and automate the Web development process.

These digital factories build customized B2B Web sites on the fly by dynamically assembling loosely coupled software components known as Web services, which encapsulate content, data and business processes from either legacy systems or the Web. These Web services are published to corporate directories as XML metadata by IT professionals, along with automation templates which capture the "recipe" of how these services may be combined to create B2B Web sites.

Line-of-business people, such as sales channel managers, employ a very easy-to-use tool which creates profiles that customize the B2B Web site to meet the needs of each business partner or customer. The profiles can be changed in a matter of moments at the click of a mouse as existing B2B relationships change or new ones are required.

The Bowstreet Web Automation Factory will enable a large insurance company, for example, to automatically create customized Web sites for every one of its independent insurance agents. Each agent would have a dynamic view of the products they are licensed to sell, their commission structures, their state's pricing regulations and more. If a pricing regulation changes, a manager could implement the change across thousands of Web sites with the click of a mouse. Agents could instantly obtain up-to-date price quotes for their customers.

"Organizations are expending enormous amounts of human and financial capital rolling out business-to-business e-commerce Web sites," said Matt Cain, vice president of META Group, Stamford, Conn. "The Bowstreet Web Automation Factory automates the Web development process, making it far easier for companies to build highly customized Web sites for multiple partners."

Targeting Major Players in B2B e-commerce

Fortune 1000 companies are using the Web Automation Factory to dramatically speed their transition of sales and distribution to the Web. Business-to-business Internet trading portals are using the Bowstreet Web Automation Factory to provide customized sites and business processes to buyers and sellers across numerous vertical markets. Application service providers (ASPs) need the Web Automation Factory to customize the applications they host for customers instead of simply providing cookie-cutter applications in smaller pieces.

How it works

The Bowstreet Web Automation Factory's four core components are:

--Publisher(TM) is used by IT professionals to create and publish business processes in XML as a directory of Web services, thereby making them available for use by other businesses.

--Automator(TM) is used by IT professionals to create templates that enable customized functionality and processes to be built into Web sites. In contrast to explicit programming, loosely coupled "Builders" within the template automate the calls to the various processes and data at run time.

--Customizer(TM) is a browser-based system that is used by line-of-business managers to create and manage user profiles that drive the behavior of the Web site or application. The Customizer allows line-of-business people to create a customized Web experience for each and every partner.

--The Bowstreet Web Automation Engine(TM) is the heart of the Factory. It manages all metadata in corporate directories and generates customized Web sites on the fly at run-time based on the user profile. The Web Automation Engine supports DSML connections to all major directories including those from IBM, Microsoft, Novell, Oracle, and Sun/Netscape.

In addition to the core product components, companies can purchase Bowstreet service suites to speed development to even faster rates and the highest levels of trouble-free server performance.

--The Management Suite includes features for reporting, failover, restart, and application management.

--The Advanced Development Suite includes functionality for developing Web sites, including quality assurance, version control, code tracking and Builders, which automate the construction of code.

Bowstreet Web Automation Factory fuels Web Services Revolution

The Bowstreet Web Automation Factory is the first tangible contribution to computing's fourth epoch, the Web Services Revolution, in which readily available Web -resident software components will execute business processes for users. The New York Times on Sept. 14 heralded the dawn of this revolution, saying, "Software is increasingly becoming a Web -based service whose main goal is to hasten the spread of electronic commerce over the Internet."

In the Web Services Revolution, software development as we know it will change. Increasingly, the Internet will host a new breed of

platform-neutral units of functionality that will find users and machines that need them and execute important business processes. Examples of these Web services include shipping an overnight order, getting product information, preparing lease terms, credit card payment, checking a map, querying inventory, billing, micropayments, translation and more. Today, the only way to extend such services to customers and partners is slow, expensive custom-coded applications, which often can't work across the Internet .

Packaging, pricing and availability

The Bowstreet Web Automation Factory 1.0 has been shipping to customers since September 1999. It is currently available through Bowstreet's direct sales force and soon will be available through selected systems integrators. The product is sold on a subscription or perpetual license basis starting at around \$250,000. Bowstreet also offers professional services to assist companies in developing, deploying and managing large Web programs.

JumpStart Edition of the Web Automation Factory available for free Bowstreet is giving away a version of the product, called the JumpStart Edition, to qualified businesses and software professionals at no cost. The JumpStart Edition will enable these users to create custom Web sites and publish Web services for a small number of partners on the Web .

System Requirements

The Bowstreet Web Automation Factory runs on the Sun Solaris and Microsoft Windows NT server operating systems. It requires one of these directory services: Netscape Directory Server, IBM SecureWay or Novell NDS. The Bowstreet Web Automation Factory will also be available for Microsoft Active Directory and Oracle Directory Server.

About Bowstreet

Bowstreet, the leader in mass customization of business-to-business e-commerce , is eradicating the major bottleneck to the adoption of e-commerce by dramatically reducing the enormous cost and complexity of building, managing and linking B2B Web sites. Founded in January 1998, Bowstreet was ranked as one of the top e-commerce start-ups in the country at the recent Enterprise Outlook Conference, and has raised \$27.6 million from five leading venture capital firms: Charles River Ventures, Integral Capital Partners, Kleiner Perkins Caufield & Byers, Matrix Partners and Pequot Capital Management. For more information, visit www.bowstreet.com or call 603.436.9100.

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